Permit #F00058669

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00058669 **Type of Permit:** FILMING **Release Date:** 11/19/2012

Production Company ASSEMBLY FILMS INC

Insured Company Name ASSEMBLY FILMS INC
Contact Phone No. 1 310-260-0900
Contact Phone No. 2 212-677-5900
Fax
Address 1557 7TH ST
NEW YORK, New York 90401

Production Title ALKA-SELTZER

Type of Production Commercial - Standard

Producer JEFF TANNENBERG

Director CRAIG BROWNRIGG

1st AD JAY WADA

Production Manager CINDI MCKINNEY

FilmL.A. Coordinator Hans Groszkruger

Location Manager CAREY CREWS
Primary Phone Mobile - 818-800-0913
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $865.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

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Production Company ASSEMBLY FILMS INC
Insured Company ASSEMBLY FILMS INC
Production Title ALKA-SELTZER

Location Manager CAREY CREWS
Primary Phone Mobile - 818-800-0913
Secondary Phone

Location Address 4001 Reseda Blvd, Los Angeles, CA, 91356

Location Name BRAEMAR COUNTRY CLUB

Location Type Golf Course

Location Description LA CITY/BRAEMAR COUNTRY CLUB

Film Dates 11/20/2012 - 11/20/2012 05:00 - 21:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Assembly Films AA controller.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	50
Cube Trucks	5
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Spot Check	1

Filming Activities Equipment on property; Exterior Dialogue; Exterior establishing shots; Exterior models against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 03 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Sam Park

Coordinator Note GENERATOR MUST BE LOCATED AWAY FROM BRUSH. EXTERIOR ACTIVITY ONLY

Coordinator Note SPOT CHECK PER INSPECTOR ANDREWS

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of **Assembly Films** ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf provided Principal has pre-approved such agreements. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILML.A., INC.* for any city , county or other jurisdiction where *FILML.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILML.A., INC.* and any city, county or other jurisdiction where *FILML.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILML.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated **August 31, 2012**

By _____
Representative's Signature

Julio Rodriguez
Name of "Principal" (Production Company)

411 Lafayette St
Principal's Address

Print Princpal Representative's Name

New York, NY 10003
City, State, Zip Code

Controller
Representative's Title (i.e. UPM, Loc Mgr)

(212) 677-5900
Principal's Telephone Number

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